

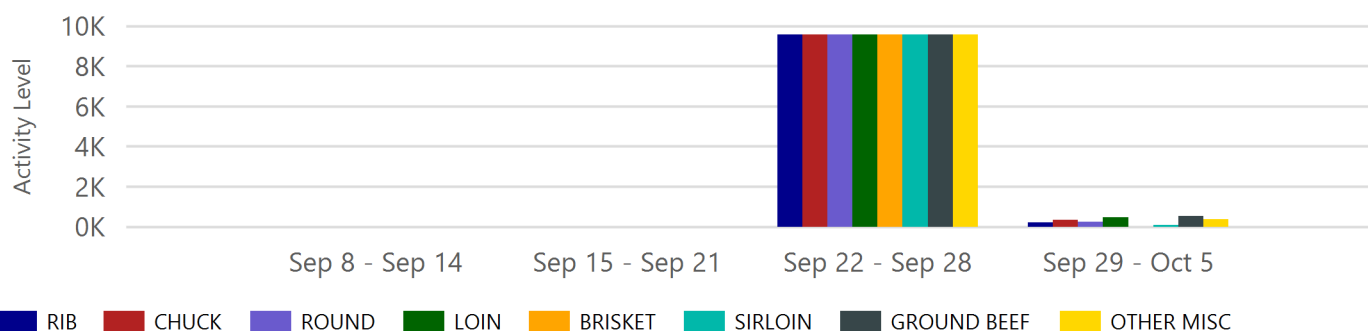


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MARKET HIGHLIGHTS

This week in Beef Retail, the Feature Rate increased by 2.9 percent and the Special Rate increased by 5.9 percent. The Activity Index showed a 11.4 percent increase. Cuts from the Rib, Chuck, and Brisket saw less ad space while cuts from the Round, Loin and Ground Beef showed an increase in ad space.

Weekly Activity Index



NATIONAL

METRICS

	Current Week	Previous Week	Previous Year
Total Outlets	28,820	28,820	
Activity Index	3,241	533,500	
Feature Rate (%)	3.0%	33.7%	

Item	Environment	Condition	Current Week		Previous Week		Previous Year	
			Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)	Stores	Wtd Avg (\$)

LOIN - DOLLARS PER LB

BNLS NEW YORK STRIP STEAK	Conventional	Fresh	282	11.98	28,710	13.99
BONE-IN STRIP STEAK	Conventional	Fresh	21	9.99	28,710	8.66
FILET MIGNON	Conventional	Fresh			28,710	14.66
LOIN, BNLS	Conventional	Fresh			28,710	6.66
PORTERHOUSE STEAK	Conventional	Fresh	206	8.27	28,710	9.66
T-BONE STEAK	Conventional	Fresh	206	8.20		
TENDERLOIN	Conventional	Fresh	14	9.99	28,710	10.99

SIRLOIN - DOLLARS PER LB

BNLS SIRLOIN ROAST	Conventional	Fresh			28,710	7.99
BNLS SIRLOIN STEAK	Conventional	Fresh	27	8.99	28,710	9.99
BNLS TOP SIRLOIN ROAST	Conventional	Fresh	29	4.99	28,710	8.64



BNLS TOP SIRLOIN STEAK	Conventional	Fresh			28,710	8.98
PETITE SIRLOIN/BALL TIP STEAK	Conventional	Fresh	35	6.59	28,710	6.99
SIRLOIN ROAST	Conventional	Fresh	14	6.99	28,710	27.66
SIRLOIN STEAK	Conventional	Fresh	14	7.99	28,710	8.16
TRI-TIP	Conventional	Fresh			28,710	5.99

CHUCK - DOLLARS PER LB

CHUCK/SHLDR/ARM ROAST	Conventional	Fresh	238	6.41	38,296	7.11
CHUCK/SHLDR/ARM ROAST	USDA Organic	Fresh			19,140	8.49
CHUCK/SHLDR/ARM STEAK	Antibiotic Free	Fresh			19,140	11.49
CHUCK/SHLDR/ARM STEAK	Conventional	Fresh	155	5.54	28,710	5.76
COUNTRY STYLE RIBS	Conventional	Fresh			28,710	5.99
FLAT IRON STEAK	Conventional	Fresh			28,710	8.99
FLAT IRON STEAK	Grassfed	Fresh			19,140	14.49
LONDON BROIL	Conventional	Fresh	54	7.49	28,710	4.76
LONDON BROIL	Halal	Fresh			9,570	12.99
LONDON BROIL	Kosher	Fresh			9,570	16.99

RIB - DOLLARS PER LB

BEEF BACKRIBS	Conventional	Fresh			28,710	7.32
BEEF SHORT RIBS	Conventional	Fresh	14	6.99	19,140	6.99
BNLS RIBEYE ROAST	Conventional	Fresh			28,710	8.99
BNLS RIBEYE STEAK	Conventional	Fresh	152	16.11	28,710	11.32
BONE-IN RIBEYE ROAST	Conventional	Fresh	60	12.99	28,710	8.99
BONE-IN RIBEYE STEAK	Conventional	Fresh	37	10.34	28,710	10.26

ROUND - DOLLARS PER LB

BOTTOM ROUND ROAST	Conventional	Fresh	43	4.73	28,710	5.66
BOTTOM ROUND STEAK	Conventional	Fresh			28,710	6.16
EYE OF ROUND ROAST	Conventional	Fresh	160	5.78	19,140	6.24
EYE OF ROUND STEAK	Conventional	Fresh	214	5.99	19,140	6.89
RUMP ROAST	Conventional	Fresh	57	5.18	19,140	5.87
RUMP STEAK	Conventional	Fresh			19,140	6.99
SIRLOIN TIP KNUCKLE ROAST	Conventional	Fresh	60	3.97	19,140	5.99
SIRLOIN TIP KNUCKLE STEAK	Conventional	Fresh	11	3.97	19,140	6.87
TOP ROUND ROAST	Conventional	Fresh			28,710	5.66
TOP ROUND STEAK	Conventional	Fresh	12	6.99	28,710	7.16



BRISKET - DOLLARS PER LB

BRISKET	Conventional	Fresh			28,710	4.42
BRISKET, FLAT	Conventional	Fresh			28,710	5.09
CORNED BEEF BRISKET	Conventional	Fresh			28,710	4.86
CORNED BEEF FLAT	Conventional	Fresh			28,710	5.76

GROUND BEEF - DOLLARS PER LB

BEEF PATTIES	Conventional	Fresh			19,140	6.49
GROUND BEEF 70-79%	Conventional	Fresh	68	3.37	19,140	3.64
GROUND BEEF 80-89%	Conventional	Fresh	239	4.64	19,140	4.79
GROUND BEEF 80-89%	Grassfed	Fresh	29	5.99		
GROUND BEEF 90% OR MORE	Conventional	Fresh	192	5.62	19,140	5.64
GROUND BEEF 90% OR MORE	Grassfed	Fresh	29	6.99		
GROUND CHUCK	Conventional	Fresh	14	3.99	19,140	3.64
GROUND ROUND	Conventional	Fresh	14	4.99	19,140	4.69
GROUND SIRLOIN	Conventional	Fresh	21	5.99	19,140	6.14

OTHER/MISC. - DOLLARS PER LB

FLANK STEAK	Conventional	Fresh	14	6.77	19,140	10.49
MINUTE/CUBE STEAK	Conventional	Fresh	328	6.99	19,140	4.99
SKIRT STEAK	Conventional	Fresh	159	14.37	19,140	9.49
STEW MEAT	Conventional	Fresh	220	6.74	19,140	5.49

NORTHEAST REGION (CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VT)

METRICS

	Total Outlets		Feature Rate		Activity Index	
Current Week	5,058		13.9%		2,620	
	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)	

LOIN - BRANDED - DOLLARS PER LB

BNLS NEW YORK STRIP STEAK	Conventional	Fresh	282	6.99 - 13.99	11.98
PORTERHOUSE STEAK	Conventional	Fresh	192	7.99 - 9.99	8.29
T-BONE STEAK	Conventional	Fresh	192	7.99 - 9.99	8.29

LOIN - NON-LABELED/OTHER - DOLLARS PER LB

BONE-IN STRIP STEAK	Conventional	Fresh	21	9.99 - 9.99	9.99
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**SIRLOIN - BRANDED - DOLLARS PER LB**

BNLS TOP SIRLOIN ROAST	Conventional	Fresh	29	4.99 - 4.99	4.99
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SIRLOIN - CHOICE - DOLLARS PER LB

BNLS SIRLOIN STEAK	Conventional	Fresh	27	8.99 - 8.99	8.99
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PETITE SIRLOIN/BALL TIP STEAK	Conventional	Fresh	21	5.99 - 5.99	5.99
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CHUCK - BRANDED - DOLLARS PER LB

CHUCK/SHLDR/ARM ROAST	Conventional	Fresh	183	6.99 - 6.99	6.99
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LONDON BROIL	Conventional	Fresh	27	7.99 - 7.99	7.99
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CHUCK - CHOICE - DOLLARS PER LB

CHUCK/SHLDR/ARM STEAK	Conventional	Fresh	74	5.49 - 5.99	5.74
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LONDON BROIL	Conventional	Fresh	27	6.99 - 6.99	6.99
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RIB - BRANDED - DOLLARS PER LB

BNLS RIBEYE STEAK	Conventional	Fresh	84	11.18 - 19.99	14.33
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RIB - CHOICE - DOLLARS PER LB

BNLS RIBEYE STEAK	Conventional	Fresh	30	19.99 - 19.99	19.99
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RIB - NON-LABELED/OTHER - DOLLARS PER LB

BNLS RIBEYE STEAK	Conventional	Fresh	38	16.99 - 16.99	16.99
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ROUND - BRANDED - DOLLARS PER LB

BOTTOM ROUND ROAST	Conventional	Fresh	16	5.99 - 5.99	5.99
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RUMP ROAST	Conventional	Fresh	16	5.99 - 5.99	5.99
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ROUND - CHOICE - DOLLARS PER LB

BOTTOM ROUND ROAST	Conventional	Fresh	27	3.99 - 3.99	3.99
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EYE OF ROUND ROAST	Conventional	Fresh	134	5.49 - 6.99	5.79
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EYE OF ROUND STEAK	Conventional	Fresh	214	4.99 - 6.99	5.99
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RUMP ROAST	Conventional	Fresh	27	4.29 - 4.29	4.29
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GROUND BEEF - BRANDED - DOLLARS PER LB

GROUND BEEF 70-79%	Conventional	Fresh	54	3.29 - 3.29	3.29
GROUND BEEF 80-89%	Conventional	Fresh	163	4.49 - 4.49	4.49

GROUND BEEF - CHOICE - DOLLARS PER LB

GROUND BEEF 80-89%	Conventional	Fresh	64	4.99 - 5.49	5.28
GROUND BEEF 90% OR MORE	Conventional	Fresh	107	5.99 - 5.99	5.99
GROUND SIRLOIN	Conventional	Fresh	21	5.99 - 5.99	5.99

GROUND BEEF - NON-LABELED/OTHER - DOLLARS PER LB

GROUND BEEF 80-89%	Grassfed	Fresh	29	5.99 - 5.99	5.99
GROUND BEEF 90% OR MORE	Grassfed	Fresh	29	6.99 - 6.99	6.99

OTHER/MISC. - BRANDED - DOLLARS PER LB

MINUTE/CUBE STEAK	Conventional	Fresh	183	6.99 - 6.99	6.99
STEW MEAT	Conventional	Fresh	183	6.99 - 6.99	6.99

OTHER/MISC. - CHOICE - DOLLARS PER LB

MINUTE/CUBE STEAK	Conventional	Fresh	107	6.99 - 6.99	6.99
SKIRT STEAK	Conventional	Fresh	107	14.99 - 14.99	14.99
STEW MEAT	Conventional	Fresh	37	5.49 - 5.49	5.49

OTHER/MISC. - NON-LABELED/OTHER - DOLLARS PER LB

MINUTE/CUBE STEAK	Conventional	Fresh	38	6.99 - 6.99	6.99
SKIRT STEAK	Conventional	Fresh	38	14.99 - 14.99	14.99

SOUTHEAST REGION (AL, FL, GA, MS, NC, SC, TN, VA, WV)

METRICS

		Total Outlets	Feature Rate	Activity Index		
Current Week		7,284	0.2%	33		
Environment		Condition	Stores	Price Range (\$)	Wtd Avg (\$)	



RIB - BRANDED - DOLLARS PER LB					
BONE-IN RIBEYE STEAK	Conventional	Fresh	11	12.99 - 12.99	12.99

ROUND - BRANDED - DOLLARS PER LB					
SIRLOIN TIP KNUCKLE STEAK	Conventional	Fresh	11	3.97 - 3.97	3.97

GROUND BEEF - BRANDED - DOLLARS PER LB					
GROUND BEEF 90% OR MORE	Conventional	Fresh	11	4.99 - 4.99	4.99

MIDWEST REGION (IA, IL, IN, KY, MI, MN, NE, OH, SD, WI)

METRICS				
		Total Outlets	Feature Rate	Activity Index
Current Week		5,600	0.3%	238

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
LOIN - BRANDED - DOLLARS PER LB					
TENDERLOIN	Conventional	Fresh	14	9.99 - 9.99	9.99

LOIN - NON-LABELED/OTHER - DOLLARS PER LB					
PORTERHOUSE STEAK	Conventional	Fresh	14	7.99 - 7.99	7.99
T-BONE STEAK	Conventional	Fresh	14	6.99 - 6.99	6.99

SIRLOIN - BRANDED - DOLLARS PER LB					
PETITE SIRLOIN/BALL TIP STEAK	Conventional	Fresh	14	7.49 - 7.49	7.49
SIRLOIN ROAST	Conventional	Fresh	14	6.99 - 6.99	6.99
SIRLOIN STEAK	Conventional	Fresh	14	7.99 - 7.99	7.99

CHUCK - BRANDED - DOLLARS PER LB					
CHUCK/SHLDR/ARM STEAK	Conventional	Fresh	14	6.49 - 6.49	6.49

RIB - BRANDED - DOLLARS PER LB					
BEEF SHORT RIBS	Conventional	Fresh	14	6.99 - 6.99	6.99



RIB - NON-LABELED/OTHER - DOLLARS PER LB

BONE-IN RIBEYE STEAK	Conventional	Fresh	14	5.99 - 5.99	5.99
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ROUND - BRANDED - DOLLARS PER LB

EYE OF ROUND ROAST	Conventional	Fresh	14	6.99 - 6.99	6.99
RUMP ROAST	Conventional	Fresh	14	5.99 - 5.99	5.99

GROUND BEEF - NON-LABELED/OTHER - DOLLARS PER LB

GROUND BEEF 70-79%	Conventional	Fresh	14	3.69 - 3.69	3.69
GROUND BEEF 90% OR MORE	Conventional	Fresh	14	5.99 - 5.99	5.99
GROUND CHUCK	Conventional	Fresh	14	3.99 - 3.99	3.99
GROUND ROUND	Conventional	Fresh	14	4.99 - 4.99	4.99

OTHER/MISC. - BRANDED - DOLLARS PER LB

FLANK STEAK	Conventional	Fresh	14	6.77 - 6.77	6.77
SKIRT STEAK	Conventional	Fresh	14	7.99 - 7.99	7.99

SOUTH CENTRAL REGION (AR, CO, KS, LA, MO, NM, OK, TX)

METRICS

	Total Outlets	Feature Rate	Activity Index		
Current Week	4,892	1.5%	240		
	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)

CHUCK - CHOICE - DOLLARS PER LB

CHUCK/SHLDR/ARM STEAK	Conventional	Fresh	12	7.99 - 7.99	7.99
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RIB - BRANDED - DOLLARS PER LB

BONE-IN RIBEYE ROAST	Conventional	Fresh	60	12.99 - 12.99	12.99
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RIB - NON-LABELED/OTHER - DOLLARS PER LB

BONE-IN RIBEYE STEAK	Conventional	Fresh	12	12.99 - 12.99	12.99
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ROUND - BRANDED - DOLLARS PER LB

SIRLOIN TIP KNUCKLE ROAST	Conventional	Fresh	60	3.97 - 3.97	3.97
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ROUND - CHOICE - DOLLARS PER LB

EYE OF ROUND ROAST	Conventional	Fresh	12	4.29 - 4.29	4.29
TOP ROUND STEAK	Conventional	Fresh	12	6.99 - 6.99	6.99

GROUND BEEF - BRANDED - DOLLARS PER LB

GROUND BEEF 90% OR MORE	Conventional	Fresh	60	4.99 - 4.99	4.99
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GROUND BEEF - NON-LABELED/OTHER - DOLLARS PER LB

GROUND BEEF 80-89%	Conventional	Fresh	12	3.29 - 3.29	3.29
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SOUTHWEST REGION (AZ, CA, NV, UT)

METRICS

	Total Outlets	Feature Rate	Activity Index
Current Week	4,342	1.3%	110

	Environment	Condition	Stores	Price Range (\$)	Wtd Avg (\$)
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CHUCK - CHOICE - DOLLARS PER LB

CHUCK/SHLDR/ARM ROAST	Conventional	Fresh	55	4.49 - 4.49	4.49
CHUCK/SHLDR/ARM STEAK	Conventional	Fresh	55	4.49 - 4.49	4.49



Foot Notes:

FEATURE RATE: the amount of sampled stores advertising any reported item during the current week, expressed as a 'percentage of the total sample.

ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised item (e.g., a retailer with 100 outlets featuring 3 items has an activity index of 300).

STORES/AVG: the number of advertising outlets and the weighted average price weighted by the respective number of outlets.

BRANDED: includes any advertised beef cuts marketed under a corporate trademark, or under one of Meat Grading & Certification Branch's Certified Beef programs.

NON-LABELED/OTHER: Beef cuts advertised without a USDA Quality Grade.

USDA Certified Organic are products grown and processed according to USDA's national organic standards and certified by USDA-accredited State and private certification organizations. **Local:** Featured items labeled as "Local". **Grass Fed:** Featured items labeled as "Grass Fed".

Click here to view the Local and Organic Premium Report: <https://mymarketnews.ams.usda.gov/viewReport/2172>